WHAT IS CLAIMED IS:

1. A method for providing a virtual interaction with a real-life entity, comprising the steps of:

generating a photorealistic, 3-D model of the entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;

receiving at least one navigation parameter, wherein the navigation parameter corresponds to an orientation relative to the entity;

receiving at least one interaction parameter, wherein the interaction parameter corresponds to an action relative to the entity; and

displaying a photorealistic, 3-D image of the entity as a function of the navigation parameter, the interaction parameter, and the information for rendering a graphical representation of the entity.

2. The method according to claim 1, wherein the interaction parameter corresponds to a trip planning action.

3. The method according to claim 1, wherein the interaction parameter corresponds to a route marking action.

4. The method according to claim 1, wherein the interaction parameter relates to an interaction between a first party and a second party.

5. The method according to claim 4, wherein at least one of the first party and the second party is represented by an avatar in the photorealistic, 3-D image.

6. A method for trip planning using an electronic medium, comprising the steps of:

generating a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for

5 rendering a graphical representation of the entity;

receiving a first route end point, wherein the first route end point corresponds to a first location relative to the entity;

receiving a second route end point, wherein the second route end point corresponds to a second location relative to the entity;

10 determining a route between the first route end point and the second route end point;

determining an orientation relative to the entity, wherein the orientation corresponds to a movement along the route; and

displaying a photorealistic, 3-D image of the entity as a function of the orientation and the information for rendering a graphical representation of the entity.

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7. The method according to claim 6, wherein the first route end point corresponds to at least one of an area, an intersection, an address, a structure, a store, a residence, and a landmark relative to the entity.

20 8. The method according to claim 6, wherein the second route end point corresponds to at least one of an area, an intersection, an address, a structure, a store, a residence, and a landmark relative to the entity.

9. A method for route marking on an electronic medium, comprising the steps of:

25 generating a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;

receiving a first route end point, wherein the first route end point corresponds to a first location relative to the entity;

30 receiving a second route end point, wherein the second route end point corresponds to a second location relative to the entity;

determining a route between the first route end point and the second route end point;

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determining route marking information relative to the entity, wherein the route marking information includes information for rendering at least one of a 2-D effect and a 3-D effect; and

displaying a photorealistic, 3-D image of the entity as a function of the route marking information and the information for rendering a graphical representation of the entity.

10. The method according to claim 9, wherein the first route end point corresponds to at least one of an area, an intersection, an address, a structure, a store, a residence, and a landmark relative to the entity.

11. The method according to claim 9, wherein the second route end point corresponds to at least one of an area, an intersection, an address, a structure, a store, a residence, and a landmark relative to the entity.

12. A method for advertising on an electronic medium, comprising the steps of:

generating a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;

receiving at least one advertising information item, wherein each advertising information item includes at least one of content information and link information for displaying a corresponding advertisement relative to the photorealistic, 3-D model; and

displaying a photorealistic, 3-D image of the entity and at least one advertisement, wherein the 3-D image is displayed as a function of the information for rendering a graphical representation of the entity and wherein each advertisement is rendered relative to the 3-D image as a function of the link information.

13. The method according to claim 12, wherein the content information includes at least one of a video content item, an audio content item, a logo and a trade dress item.

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14. The method according to claim 13, wherein the trade dress item includes at least one of a structure and a color scheme.

15. A system for advertising on an electronic medium, comprising:

        a storage device;

        a processor, wherein the processor is adapted to:

                (i) store, on the storage device, a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;

                (ii) receive at least one advertising information item, wherein each advertising information item includes at least one of content information and link information for displaying a corresponding advertisement relative to the photorealistic, 3-D model; and

                (iii) display a photorealistic, 3-D image of the entity and at least one advertisement, wherein the 3-D image is displayed as a function of the information for rendering a graphical representation of the entity and wherein each advertisement is rendered relative to the 3-D image as a function of the link information.

16. The system according to claim 15, wherein the content information includes at least one of a video content item, an audio content item, a logo and a trade dress item.

17. The system according to claim 16, wherein the trade dress item includes at least one of a structure and a color scheme.

18. A system for advertising on an electronic medium, comprising:

        a storage device;

        a program memory;

        a first processor connected to an information network, wherein the first processor is

5   adapted to:

(i) store, on the storage device, a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;

(ii) receive at least one advertising information item, wherein each advertising

10   information item includes at least one of content information and link information for displaying a corresponding advertisement relative to the photorealistic, 3-D model;

(iii) transmit, over the information network, at least one of the photorealistic, 3-D model, the information for rendering the graphical representation of the entity, the advertisement, the advertising information item, the content information, and the link

15   information; and

a second processor connected to the information network, wherein the second processor is adapted to:

(i) receive, over the information network, into the program memory at least one of the photorealistic, 3-D model, the information for rendering the graphical

20   representation of the entity, the advertisement, the advertising information item, the content information, and the link information;

(ii) display, from the program memory, a photorealistic, 3-D image of the entity and at least one advertisement, wherein the 3-D image is displayed as a function of the information for rendering a graphical representation of the entity and wherein each

25   advertisement is rendered relative to the 3-D image as a function of the link information.

19. The system according to claim 18, wherein the information network is at least one of an Internet, a local area network, a wireless network, and an Intranet.

30   20. The system according to claim 18, wherein the content information includes at least one of a video content item, an audio content item, a logo and a trade dress item.

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5   21. The system according to claim 20, wherein the trade dress item includes at least one of a structure and a color scheme.

22. A medium storing instructions adapted to be executed by a processor to perform the steps of:

10   generating a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for rendering a graphical representation of the entity;

receiving at least one advertising information item, wherein each advertising information item includes at least one of content information and link information for

15   displaying a corresponding advertisement relative to the photorealistic, 3-D model; and

displaying a photorealistic, 3-D image of the entity and at least one advertisement, wherein the 3-D image is displayed as a function of the information for rendering a graphical representation of the entity and wherein each advertisement is rendered relative to the 3-D image as a function of the link information.

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23. A method for generating advertising revenue on an electronic medium, comprising the steps of:

generating a photorealistic, 3-D model of a real-life entity, wherein the photorealistic, 3-D model corresponds to a physical structure of the entity and includes information for

25   rendering a graphical representation of the entity;

receiving at least one advertising information item, wherein each advertising information item includes at least one of content information and link information for displaying a corresponding advertisement relative to the photorealistic, 3-D model;

displaying a photorealistic, 3-D image of the entity and at least one advertisement,

30   wherein the 3-D image is displayed as a function of the information for rendering a graphical representation of the entity and wherein each advertisement is rendered relative to the 3-D image as a function of the link information; and

5   receiving a revenue stream for each advertisement.

24. The method according to claim 23, wherein the content information includes at least one of a video content item, an audio content item, a logo and a trade dress item.

10   25. The method according to claim 24, wherein the trade dress item includes at least one of a structure and a color scheme.